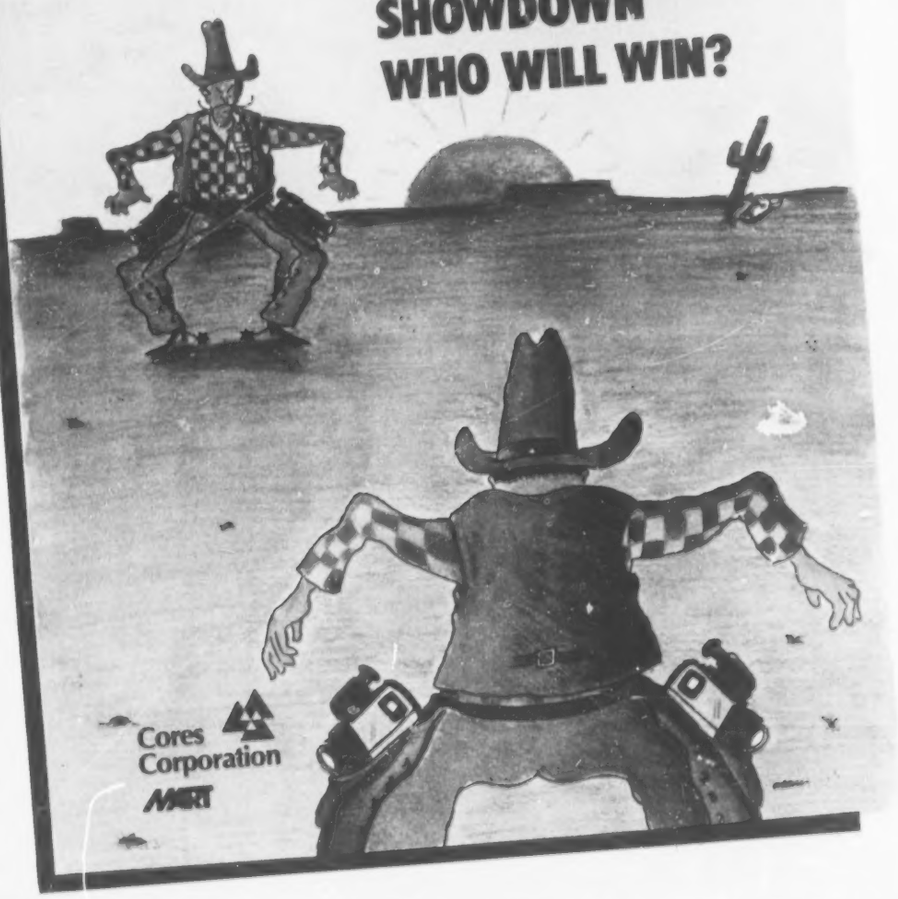
SPECIAL REPORT

A RETAILERS GUIDE TO THE 1987 MARKET

THE CAMCORDER SHOWDOWN

WHO WILL WIN?



The old star of the video industry, the VCR, is gonna be as flat as Ohio this year. But if you're looking for peaks, the real growth — 20 to 30 percent by most projections — is in camcorders. And if you buy right, sell right, and hook up with the right people, you can be sure of staking your claim.

Positioning yourself, however, is easier said than done. For one thing, there are three formats — VHS full-size, VHS-compact and 8mm — shooting it out at camcorder corral. (Betamovie, alas, is but a lone tumbleweed rolling off the horizon.) Completing the chaos are no less than 26 brand names from which to choose.

With this in mind, MART has joined forces with the American arm of Cores Corporation, Japan's respected electronics market research firm, to bring retailers a special report on the camcorder marketplace.

Using data collected by Cores throughout 1986, we have been able to paint a picture of camcorder sales among a carefully selected sample of retailers as well as a profile of the camcorder customer and why he buys. Hopefully, the information presented here will make future planning in this product category a little easier. (see methodology on page 21)

Let's get one fact straight: Consumer camcorders are nothing new. Sony's Betamovie was introduced in 1983, VHS-C and 8mm have both existed since mid-1984, and in '85, all three were joined in the marketplace by VHS full-size. But only a year ago, camcorders were virtually unknown to the masses.

In just over 12 months, the camcorder has become one of the most aggressively promoted products in the industry. Clearly, the maturing base of VCR users has had everything to do with creating the market. But the introduction of exciting new products, and the competition and advertising that ensued, has contributed greatly to the doubling of sales in 1986 to approximately 1.2 million units, up from 517,000 units in 1985. More important are the effects this continued competition is likely to have on 1987, for which projected sales range from 1.5 million right on up to 2 million units.

1986 started on the heels of an '85 Christmas season which saw strong sales of both full-size VHS machines and the growing 8mm technology. But it was the announcement in February of JVC's one-hour VHS-C camcorder that really got the ball rolling.

Almost immediately, Zenith announced that it would stand with JVC, its traditional OEM supplier, and sell the new unit. Other manufacturers soon moved into the VHS-C camp, most notably the giant Matsushita; this despite the fact that it had been developing 8mm technology since 1981 and had long been supplying Kodak's 8mm system.

The Matsushita move, which was surrounded by speculation in the trade press of outside pressure from JVC, was quickly followed by other manufacturers who shelved plans for marketing 8mm, among them Toshiba, Hitachi, Sharp and Mitsubishi. They in turn have since been followed into VHS-C by the American powerhouse RCA and GE and by North American Philips, represented in the format with the Magnavox and Sylvania brands.

As a backdrop to all this, a heated battle had developed between the VHS-C and 8mm camps, driven early on by a leaked JVC strategy paper which attacked 8mm and was answered, publicly, by 8mm proponents. Further, Sony, as 8mm's chief backer, responded to threats of a JVC anti-8mm ad campaign by showing mock-ups of anti-VHS-C advertising at a sales meeting in April.

Most readers know what happened next. JVC's "Don't get caught behind the 8-ball" ads appeared simultaneously with the launch of its GR-C7 camcorder at Summer CES, and Sony quickly countered with defensive, and most recently, offensive ads of its own.

Since that time, both firms have launched aggressive marketing campaigns backed by ad budgets bigger than either one has ever spent before on a single product.

Despite decisions by many of the major manufacturers to back VHS-C, it was not an entirely bad year for 8mm. The 8mm user base continued to grow, with Sony alone reaching 200,000 units for sales of its Video 8 series. Major theatrical software to drive the format also became available last year when Sony and Kodak struck deals with Paramount and Embassy. And 8mm continued to pick up backing from camera makers, who now also include Nikon, Olympus, Minolta and Pentax. All of these firms are sourcing their 8mm equipment from either Matsushita or Hitachi.

So what about '87? Although the competition is fiercest between the mini-formats, most manufacturers believe VHS-full size will still grab about 50 percent of all camcorder sales this year. But there's no doubt among them that the smaller camcorders will eventually emerge the winners. And among those who carry VHS-C, that format's '87 share is expected to climb to between 35 and 40 percent, leaving only 10 to 15 percent for 8mm.

What happens in 1988 to 8mm will probably depend on how well Sony and the other 8mm manufacturers can market the format this year. Certainly, with Sony left out of all VHS VCR revenue — now more than 90 percent of the market — you can count on the company's continued media assault for 8mm. "Sony's always been known for its product development," says Jay Sato, the firm's national sales manager for Video 8. "We now want to be known as the best marketing company, too."

The underlying task this year for 8mm proponents will be to lay a groundwork for the future — a structure which will allow the major firms now supporting VHS-C to eventually fall in behind 8mm. Matsushita and Hitachi are already producing 8mm equipment for others, in part, because the technology they have spent so much time developing could easily be obsolete tomorrow. Other manufacturers, such as Toshiba, have invested huge amounts of R&D in 8mm.

When and if these major suppliers, and others with 8mm technology in their labs, will decide to market 8mm under their own brands is anybody's guess. In spite of dubious predictions by VHS-C suppliers, 8mm cannot be counted out for the future. But right now, the truth is that the biggest names in the business — except for Sony — are banking on VHS-C to lead the way for 1987. □

Rob Sabin

The fading of full-size VHS

According to sales figures reported by the Cores retail panel and the opinions of camcorder manufacturers, the full-size VHS camcorder appears to be on its way to becoming a niche product. Sales of full-size VHS, as a percentage of monthly unit sales, have dropped from nearly 76 percent in December of 1985 to 54 percent at the end of September (see chart), according to the Cores panel. At the same time, the two mini-formats have each continued to gain share, with VHS-C showing strong, rapid-fire growth since its re-introduction last June.

One reason behind the full-size format's greater share to date has been its existence (until recently) as the only camcorder compatible with the VHS VCR owned by most camcorder customers. (Even with the introduction of the GR-C7 and related products, short supply up until the end of 1986 kept the format from having its full impact.) Other factors often cited include the familiarity of consumers with VHS in general, and the greater stability said to be offered by a shoulder model. Also noted is the capacity of full-size VHS units to function as a second home VCR, and the ability of users to directly exchange home-movie tapes with family and friends. Further, the long record time allows the recording of many events on the same tape.

But compared with 8mm and VHS-C, full size units are heavier — much heavier — and that appears to be making a big difference to the average consumer. Hitachi's vice president of product management Bruce Schoenegge believes full-size VHS will eventually be geared to the semi-professional, the guy who shoots weddings, for example, who prefers a more stable unit and doesn't mind the weight. At JVC, national sales and marketing manager Steve Isaacson agrees, adding that such users will be more interested in the special effects generators that can be built into the larger camcorder.

Joe Clayton, vice president of marketing at RCA, believes there's "no question that full-size will become the premium piece," attracting the videophile customer with superior picture quality derived from wider record heads and better low light capability. "For the customer who wants the best and is willing to pay for it, we believe the full-size will carve a very important niche," he says.

Zenith also sees the full-size as eventually becoming more of a videophile product, according to vice president of marketing Bruce A. Huber. In line with that thinking, the company has just introduced the industry's first full-size camcorder with hi-fi sound. Echos Huber: "We see full-size VHS positioned more as a niche product."

Not surprisingly, the executives believe VHS-C will eventually be the choice of most first time buyers. But VHS-full size will continue to take the lion's share until production comes up to snuff. As the industrywide supply of VHS-C increases throughout this year, JVC's Isaacson expects to see a gradual shift in sales from first to fourth quarter, with VHS-C "easily" being the dominant format in the last quarter.

Still, in early December, Joseph Rosario, senior buyer for Baltimore-based Luskin's, said the chain's camcorder sales were 60 percent VHS-full size, 35 percent VHS-C and about five percent 8mm. Brad Anderson, executive vice president of Best Buy in Minneapolis, also reported that more full-size units were moving out, but noted that "C is gaining share rapidly." Said Anderson: "I think it's just a real visible format right now, and our sales staff has probably gotten warmed up to it." □

% of monthly sales by format

Cores Retail Panel

	Nov/Dec '85	April	June	July/Aug	Sept/Oct
VHS	75.9	73.7	73.9	68	54
VHS-C	0.4	1.3	2.9	12	18
8mm	22.3	24.1	20.6	19	27
Beta	1.4	0.9	2.6	1	1

Source: Cores Corporation

And the winners are. . .

As might be expected, the best selling VCR brands in the U.S. — RCA and Panasonic — are the most frequently mentioned in discussions with retailers about the best selling camcorders. JVC is also noted for VHS-C specifically.

Below is a list of best selling camcorders as ranked by the Cores retail panel in October. The first column next to each model indicates the number of Cores retailers who mentioned that unit as *one of their top three* best selling models that month. The second column is the number of retailers who mentioned that model as their best overall seller for the month.

Note that this is not a ranking of overall unit sales, but rather a ranking of which brands/models were performing best for the most members of the Cores panel. □

NUMBER OF DEALERS

Brand	Model	"Top 3" Seller	Best Seller	Format
Sony	CCDV8AFU	(23)	(12)	8mm
RCA	CMR300	(14)	(7)	VHS-FS
JVC	GR-C7	(11)	(8)	VHS-C
Zenith	VM6200	(10)	(3)	VHS-C
RCA	CMR200	(9)	(4)	VHS-FS
Panasonic	PV220	(6)	(1)	VHS-FS
Canon	VME1	(5)	(1)	8mm
GE	9608	(4)	(2)	VHS-FS
Panasonic	PV300	(4)	(2)	VHS-FS
Hitachi	VM5000	(4)	(1)	VHS-FS
GE	9610	(4)	(0)	VHS-FS
Panasonic	PV200	(3)	(3)	VHS-FS
Magnavox	VR8292	(3)	(2)	VHS-FS
Sony	Pak 8	(3)	(0)	8mm
Panasonic	AG155	(2)	(2)	VHS-FS
Hitachi	VM2100	(2)	(1)	VHS-FS
Magnavox	VR8290	(2)	(1)	VHS-FS
Minolta	CR1200	(2)	(0)	VHS-FS
Zenith	VM7000	(2)	(0)	VHS-FS

What about the margins?

In October, retailers on the Cores panel reported the following average profit margins for each format:

VHS - 17.9% **VHS-C - 19.1%** **8mm - 19.5%**

Who's selling what? . . .

When asked in late September/early October what percentage each format accounted for in its monthly camcorder sales, the 60 retailers on the Cores panel responded as follows:

	8mm %	VHS-C %	Beta %	VHS %
Video Specialist	45	20	2	33
Audio/Video	26	15	—	59
TV/Appliance	13	17	2	68
Camera/Video	36	16	1	47
Department Store	14	22	—	64
Catalog/Disc	28	19	—	53

Methodology

The data provided in this special section was compiled by New York-based Cores Corporation, which conducts ongoing market research and consulting in consumer electronics and related industries. The bulk of the fieldwork was begun in February 1986 and continued throughout the year. Included was a consumer survey of potential camcorder purchasers, conducted during May-June; interviews with 50 retailers to determine levels of interest and involvement in camcorders, conducted in two phases during February and July; and one-on-one in-depth interviews with a small sampling of full-size VHS and 8mm camcorder owners to determine buying and usage patterns (conducted during May-June.)

In addition to the above research, data was taken from the ongoing Cores Marketing Report series, which is based on bi-monthly interviews with a set group of 60 retailers. Retailers participating on the Cores panel are from across the nation, and are chosen to provide a range that spans high, medium and low volume operations in six different retail channels. There are approximately 15 retailers in each of the regions, and 10 to 15 retailers per channel.

Finally, this report has been supplemented by recent interviews with camcorder manufacturers and retailers, conducted by Cores and MART*'s editorial staff.* □

Camera makers take their shot

Among the notable developments of 1986 was the full-fledge commitment of camera manufacturers to electronic photography. Camera makers marketing camcorders now include Minolta, Pentax, Canon, Olympus, Nikon and Kodak. All are supporting the 8mm format; Minolta, Pentax and Olympus also market full-size VHS.

This endorsement of camcorders in general is not surprising, given the stagnant nature of the 35mm camera market and what appears to be its limited growth potential (despite the introduction of a new breed of autofocus cameras). These firms see the camcorder as a logical and appropriate camera-video crossover product for its regular dealer base.

Not surprisingly, it is these very camera dealers who most actively promote 8mm, and tend to do a good deal of their business in that format.

For example, in October, the average camera dealer on the Cores panel was doing 36 percent of his total camcorder sales in 8mm, surpassed only by video hardware specialists, who sold 45 percent of their camcorders in that format (see chart on page 21). Earlier in the year, during the summer months of July and August, the same stores did 51 percent and 43 percent of their total unit sales in 8mm, more than twice the percentage of any other retail channel.

Camera retailers find that these brands have high acceptance among their customers, but it's a little soon to tell whether traditional home electronics dealers can have the same degree of success with 8mm. Retailers say, however, that there are benefits to be had over regular electronics brands, assuming you can move the product. For example, some camera makers are currently offering more attractive product guarantees than the electronics manufacturers.

Also, profit margins may be easier to protect with camera brands since, as one retailer put it, "the distribution is a little cleaner," meaning that the product is not in every window on the street.

On the other hand, some electronics dealers have found that the camera brands just can't be had cheap enough. "The programs just aren't right for me," said one retailer. "They end up costing too much." □

The supply picture

In mid-December, Brad Anderson, executive vice president of the Best Buy chain in Minneapolis, told MART that supply of product had been adequate for full-size and 8mm, but supply on VHS-C, of which he stocks both Zenith and JVC, had not improved much since the introduction of the product. "I think it's about holding, which is not very good," he said, adding that in many cases product he gets is sold before it arrives. Other Best Buy camcorder brands are Aiwa, Sony, Panasonic, Quasar and RCA.

At around the same time, Peter Lewis of Long Island, New York-based Newmark & Lewis said VHS-C supply "seems very, very tight, but it's gotten better in the last week or two." With regard to full-size, he said, "If you plan ahead you won't have any problem." Among the camcorder brands carried by the chain are Minolta, Sony, Canon, Magnavox, Sylvania, RCA and Hitachi.

Baltimore-based Luskin's senior buyer Joseph Rosario said in mid-December that he had "no problem getting what I want" in any format, though "it's getting a little slow right now." Rosario stocks product from RCA, Sony, JVC and Panasonic.

The line-up at camera specialist Kadaire's in Baton Rouge, Louisiana includes camcorders from Panasonic, Minolta, Olympus, Mitsubishi, Kyocera, Canon and others in its three stores. In mid-December, Howard Kadaire reported that availability was good in all three formats.

JVC's national sales and marketing manager Steve Isaacson admits that his firm has had problems keeping up with demand for its camcorders. "Let's say that we've been running several month and sometimes many month shortages, where the amount of firm orders we received exceeded what our inventory level was by two, three, sometimes four times," he told MART in October. "It's not been a happy situation because it's emerging — we'd like to maximize sales, and we don't get paid on orders that don't ship. But overall, I think we've made the consumer very aware of our product, and we've certainly made the retailer aware."

Availability for VHS-C is expected to increase throughout the year as the effects of more manufacturers and increased CCD and MOS chip production begin to be felt. □

The camcorder customer

Last June, Cores conducted a mail survey of camcorder/video camera purchasers and potential purchasers. Valid responses were submitted by 107 camcorder households, 102 video camera households and 127 households with an intent to purchase a camera or camcorder. Those who had already purchased a camcorder or camera had done so between January 1985 and February 1986. It's important to note that awareness of VHS-C was particularly low among the group at the time the survey was conducted, as well as during the purchase period.

Purchasers

- The Cores data showed that the great majority of camcorder/camera purchasers (88 percent) are family households. Families with children accounted for 63 percent.
- Overall annual household income for the group was considerably higher than the national average. The mean annual income among purchasing households was $43,000, while the national average is $29,000.
- The ownership of other related home electronics products was prevalent among purchasers. 100 percent owned a color TV; 90 percent (among camcorder owners only) had a VCR; and 52 percent of the total group had a hi-fi component stereo system. Interestingly, the ownership of 35mm single lens reflex cameras for the whole group, some 69 percent, was considerably higher than the 28 percent national average.

Would-be purchasers

- Would purchasers had essentially the same profile as purchasers, but were more likely to be married (86 percent), and had lower mean annual household income ($36,000) — possibly a reflection of greater availability and better pricing for the category in general at the time of the June survey. VCR ownership for this group was lower at 77 percent, while 35mm SLR camera ownership came in at 55 percent.

Format and Price

- Among the 102 camcorder purchasers, 55 percent purchased full-size VHS, 23 percent bought 8mm, 10 percent bought VHS-C (20 min. version) and 12 percent purchased Betamovie.
- Purchase price among camcorder owners ranged from about $1,000 to more than $1,500. The average mean purchase price was $1,281.

Why they buy

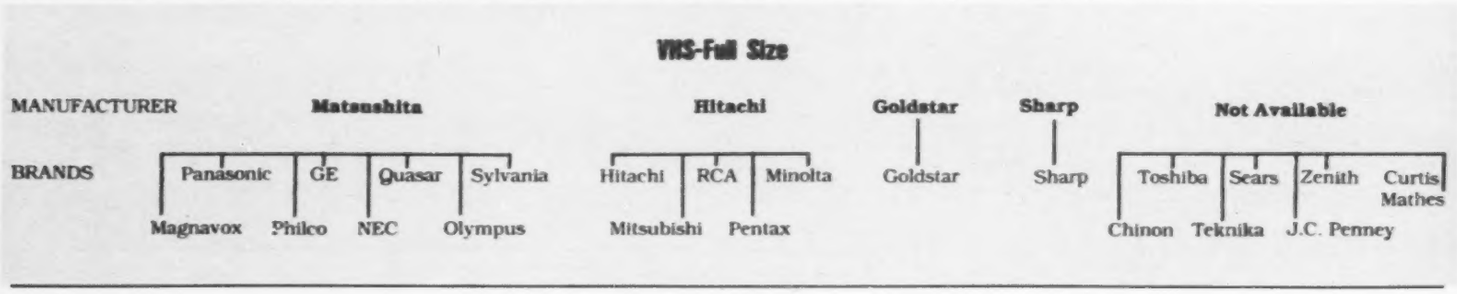
- When asked about the "most important" reason behind their purchase, 68 percent of camcorder buyers responded "To record family and children;" 8 percent said "travel;" and 11 percent noted other reasons including sports events, parties, an interest in the product or home movie-making and business.
- Among single and married respondents, response differed considerably, with 75 percent of married buyers stating that recording family and children was most important; 6 percent saying travel and 9 percent noting other reasons. Single respondents bought for a wider variety of reasons: 24 percent for travel; 20 percent to record family and children; and 28 percent for other reasons.
- When asked the most important reason to purchase a video camera or camcorder, 57 percent of would be purchasers said "to record children/family; 11 percent said travel; 15 percent noted other reasons.

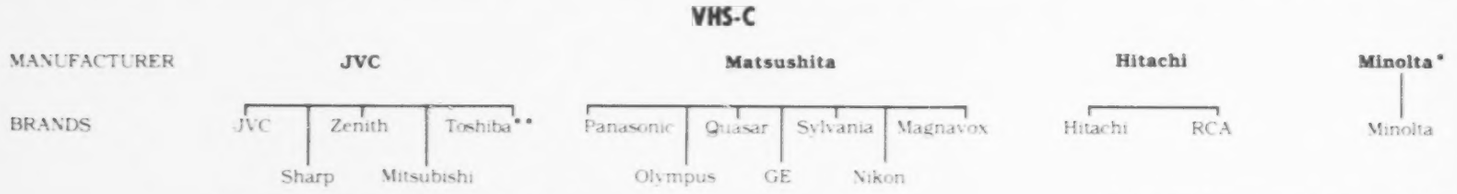
What they look for

- When asked about the product characteristics that influenced their purchase decision, camera/camcorder purchasers mentioned picture and audio qualities most often as being "most/very important." In order, the were followed by light sensitivity, brand reputation, ease of operation, price, weight, size, ease of carrying and product features.
- Among would be purchasers, video quality was also the most frequently cited as having greatest importance. However, price was the second most frequently mentioned consideration, followed by ease of operation, sound quality, brand reputation, light sensitivity, product features, ease of carrying, format compatibility and size.
- In terms of specific product features, the feature most frequently mentioned among purchasers as very important was autofocus (73 percent), followed by powerzoom (63 percent), playback capability (48 percent), electronic viewfinder (43 percent) and auto white balance (42 percent).
- Rated most important by would-be purchasers was auto focus (65 percent), playback (47 percent), power zoom (43 percent) electronics viewfinder (24 percent) and auto white balance (22 percent). %

The OEM connection

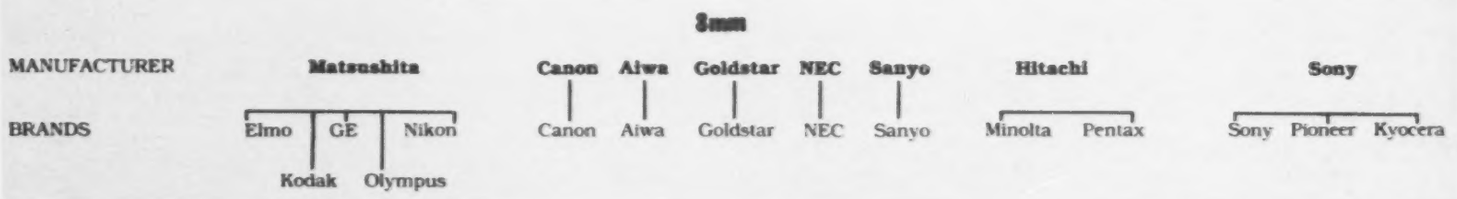
Below is a current listing of key camcorder suppliers, and the manufacturers/brands under which their product is being marketed.





**Planned to begin manufacturing in late 1986.

*Tape mechanism purchased from JVC.



Camcorders: To play or not to play

Snapshot video. It's a term used by camcorder manufacturers to decribe a concept, one that addresses the mass market, and ultimately, big numbers. It's also the raison d'etre for Sony's point-and-shoot, record-only 8mm Handycam, and the motivating force behind JVC's soon-to-be released record-only VHS-C model, the GR-C9.

The approach, as implemented by JVC and Sony, differs slightly, but ultimately the goal is the same: to create a product that is small enough, cheap enough and simple enough to reach a broad base of non-technical consumers.

According to Jay Sato, national sales manager for Video 8 at Sony, the Handycam was designed without a playback function to make it both unintimidating and easy to carry. "The Handycam, being very simple and at a low price point [under $1,000], really appeals to those people who are into travel, an action-oriented kind of customer," he says. Such a consumer just wants to be able to whip the camera up and shoot, and isn't bothered by the inability to play back in the field. "It's the same reason a lot of people aren't frustrated using a 35mm camera. They shoot their vacation, and they go home and develop it."

By the same token, Sato notes that the recently introduced record/play Handycam, model CCD-V3 ($1,500 list), was designed to fill the gap existing between the original Handycam and Sony's more sophisticated autofocus unit, the CCD-V8AFU. The target here, of course, is the in-between customer, maybe the person who wants to check his last shot, or play back the day's footage in his hotel room when he's traveling.

Meanwhile, at JVC, national sales and marketing manager Steve Isaacson sees the GR-C9 as a use-at-home device — it's record-only configuration is secondary to the fact that it'll cost under $1,000.

"It's a product for Mom to shoot Jimmy's first footsteps, in the house, and when Dad comes home at night he pops it into their home VCR and watches it," he explains. "The concept is to get it to the blue-collar guy, the guy who wants to capture the moments and memories, and quite frankly, just couldn't justify an over $1,000 purchase to do that."

Despite the fact that Sony and JVC appear to be playing copycat, both firms point to their marketing motives. But the bottom line is that both are heading into 1987 armed with at least one unit designed to reach the average Joe. Next question: For all their enthusiasm, is Joe ready to pay just under a thousand bucks for a camcorder? □

On the floor. . .

Okay, so you're stocking camcorders. But how the heck do you sell the things? If you're just starting to feel your way around this new category, here are a few tips for moving the product.

- Display it and demo it — Most manufacturers and retailers agree that display is important. Specifically: Try to get them out in the open, mounted on a tripod or chained to a special display. And for God sakes, hook 'em up to monitors so customers can try them out and compare picture quality. "They're always demo'd live," says Brad Anderson, executive vice president at retailer Best Buy. "I think putting it in a case would dramatically affect sales."

One of the problems encountered in sales is the perceived complexity of the product. But, as Hitachi's vice president of product management Bruce Schoenegge points out, demonstration goes a long way toward allaying fears. "If the retailer sets everything to auto, he can really just tell the customer 'Look, all you've got to do is turn on the power and throw in a tape."

- Qualify the customer — There's bound to be plenty of confusion on the floor caused by the existence of three formats. The message repeated over and over by successful retailers and manufacturers is the same — qualify, qualify, qualify. Ask the customer if he's got a VCR and what format it is; ask as many questions as it takes to find out what the machine will be used for and what product characteristics are most important to him. "You go back to Salesmanship 101," says Zenith vice president of marketing Bruce A. Huber. "You ask the questions, then you let the product sell itself."

On the matter of pricing, the question often encountered is: "Couldn't these things go down real soon?" One retailer instructs his staff to say yes. "You'd be crazy not to," he notes.

Once you've made the sale, don't forget the accessories. (You'll find a list of camcorder accessories compiled by RCA on page 27.)

- Advertising — Manufacturers encourage explanatory ads to describe a complex product that's new to the market. Retailers, of course, have other concerns and price pressures to worry about, and often opt for the box/price option. But Best Buy's Anderson has recently gone to larger pictures for his camcorder ads, and a little more copy. "We did a focus group," explains Anderson, "and one guy said, 'I look at this thing and I can't tell what it is, much less why it's worth $1,200.'" □

Video add-ons: Study reveals big bang for the buck

Everbody knows that video accessories reap high profits, but little has been made public about just what's selling, and who's selling it.

Hungry for this data, the RCA Distributor and Special Products Division embarked on a retailer survey in 1986 to help focus its marketing efforts.

Among the findings of the study, conducted by Audits & Surveys for RCA: Some $985 million was spent by consumers on video accessories in 1986, corresponding to approximately $8.4 billion in retail hardware sales. Retail accessories sales were up 18 percent, from $835 million in 1985.

It should be noted that at the factory level, the EIA reports sales of video accessories in 1986 at $500 million. Taken alongside the RCA survey data, these figures show industry-wide *profits* for 1986 to be in the area of $485 million.

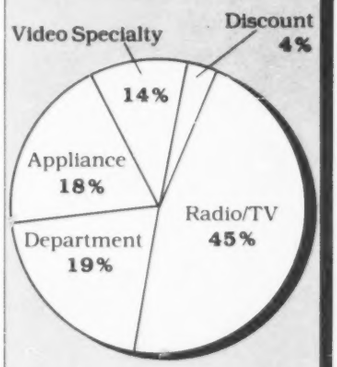
The retailers surveyed also indicated that for every $1,000 they sold in VCR hardware within a one year period, they sold $200 worth of accessories. In the camcorder/camera area, every $1,000 in sales over the same time frame accounted for $125 to $150 in accessories sales, including tripods, lenses, batteries, maintenance and hook-up equipment and the like. However, RCA notes that the study, conducted mid-year 1986, did not reflect the sudden growth in the camcorder market that occurred in the latter half of the year. Today, that figure is likely to be higher than $150.

The study also pinpointed which kinds of products capture the most dollar volume, and which outlets are doing the best job of moving the product out. It was discovered that 65 percent of video accessories revenues are for VCR maintenance and hook-up products (cleaners, covers, cables, adapters etc.), accounting for as many retail dollars as camera cases, tripods and batteries combined.

The star retailers, by a significant margin, were the radio/TV stores. These shops, whose primary business are sales of video and audio electronics, currently capture a 45 percent share of dollar volume from VCR-related accessories and 46 percent from camera-related accessories.

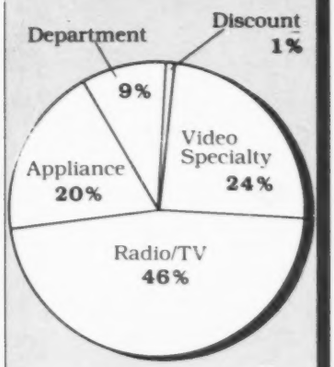
VCR-RELATED ACCESSORIES

SHARE OF DOLLAR VOLUME BY STORE TYPE



VIDEO CAMERA-RELATED ACCESSORIES

SHARE OF DOLLAR VOLUME BY STORE TYPE



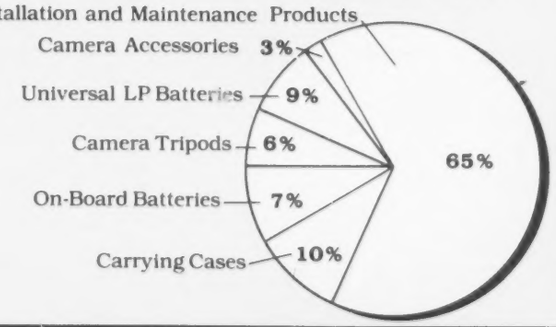
SO YOU WANNA SELL ACCESSORIES? . . .

According to RCA, the following accessories are potential add-ons with any camcorder sale. Prices are suggested retail based on existing products in the RCA line.

PRODUCT	PRICE
Hard carrying case	$149.95
2-Hour rechargable battery	74.95
Wide angle lens	119.95
Telephoto lens extender	109.95
Remote pause control	9.95
Video/audio adapter *(required for TV playback)*	15.95
Tripod	119.95
Light	89.95
Wireless microphone	134.95
Character generator	249.95
Video head cleaner	14.95
TOTAL:	$1,090.45

SHARE OF TOTAL $ SALES BY PRODUCT TYPE

VCR Installation and Maintenance Products



PRODUCT BY PRODUCT ANALYSIS

SHARE OF DOLLAR VOLUME - BY STORE TYPE

VIDEO CARRYING CASES		CAMERA TRIPODS	
Radio/TV	45%	Radio/TV	39%
Video Specialty	27%	Video Specialty	25%
Appliance	19%	Appliance	21%
Department	6%	Department	13%
Discount	3%	Discount	2%

UNIVERSAL LONG PLAY BATTERIES		ON-BOARD BATTERIES	
Radio/TV	51%	Radio/TV	46%
Video Specialty	21%	Video Specialty	24%
Appliance	20%	Appliance	23%
Department	7%	Department	7%
Discount	1%	Discount	1%

Store types are defined as follows:

- Radio/TV: Primary business is sales of radio, TV, video and audio tape recorders, and hi-fi stereo components.
- Video Specialty: Primary business is rental and sale of prerecorded videotapes and sale of blank videotapes.
- Appliance: Primary business is sales of electric and gas household appliances.
- Department: 25 or more employees, with departments for furniture, apparel, and household linens and dry goods. (Example: Sears, Wards.)
- Discount: Same as department store, but by definition or claim sells at lower prices. (Example: K-mart)

Source: All data provided by RCA, except as otherwise noted.

Editorial Evaluation
Please circle the appropriate number on the Retailer Service Card.
Is the subject of this article of value to you? YES—180 NO—181